

1                                   **American Brain Foundation**  
2                                   **Board of Directors Meeting**  
3                                   **Thursday, August 18, 2016**  
4                                   **Held via Teleconference**

5       **Call to order:** Thursday, August 18, 2016 at 9:03 a.m. CST by Kevin Goodno,  
6                                   Chair. A quorum was present.  
7

8       **In attendance:** Kevin P. Goodno, Chair; Susan Schneider Williams;  
9                                   Jane Ransom; Lisa M. Shulman, MD; Joseph Sirven, MD;  
10                                   Robert C. Griggs, MD; John C. Mazziotta, MD; Ben Utecht  
11

12       **Staff:** Kristi Benson; Suzi Sherman; Marlys Weyandt; Lauren Ross; Tim Engel,  
13                                   CFO; John Hutchins, JD  
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15       **Excused:** Thomas R. Swift, MD; Ralph Jozefowicz, MD; Terrence L. Cascino,  
16                                   MD; Catherine Rydell, CAE; Martin Shenkman; A. Gordon Smith,  
17                                   MD; Jeffrey Rosenfeld, MD  
18

19  
20       **1. Board Chair Report:** Mr. Goodno welcomed everyone and discussed the  
21                                   agenda and objective for today's meeting.  
22

23       **Minutes:** Minutes from July 21, 2016 were reviewed.

24           **MOTION** to approve the ABF Board minutes from July 21, 2016.

25           **Approved** (unanimous).  
26

27       No conflicts of interest regarding any agenda items were disclosed.  
28

29       Mr. Goodno discussed the resignation of Dr. Swift from the ABF Board and  
30       Governance Committee, effective immediately. The resignation letter will be  
31       shared with Board Members.  
32

33       **2. Executive Director Report:** Ms. Ransom reported on the Strategic Goals  
34                                   that are now in place for the ABF. Please refer to slides 4, 5, and 6:  
35

36           **a) Research Clearing House –** The ABF has engaged Weber  
37                                   Weber Shandwick as our new marketing and communications  
38                                   partner. They will be helping to build the new website and  
39                                   crowdfunding platform.

40                                   The Diabetes Research Connection has been engaged to help  
41                                   consult with the Research Advisory Committee on the scientific  
42                                   vetting process.  
43

44           **b) Public Engagement –** Weber Shandwick will be making a

45 presentation at the September board meeting. They will also reach  
46 out to several ABF Board members for your input on our marketing  
47 needs.  
48

- 49 **c) Philanthropy** – The fund development for FY17 is almost completed  
50 and will be presented at the September board meeting.  
51 Kevin Goodno appointed an ad hoc committee, consisting of Drs.  
52 Cascino, Sirven and Smith, and Christy Phelps, to rethink the  
53 Commitment to Cures event for the next Annual Meeting.  
54

55 Ms. Ransom discussed the 2016 ongoing ABF activities:

- 56 • Standing Strong – October 26
- 57 • AAN Employee Giving Campaign
- 58 • Year-End Campaign
- 59 • Clinical Research Training Scholarship Fundraising.  
60 The transition from the AAN to the ABF has been  
61 going smoothly.
- 62 • Major Donor Cultivation and solicitation meetings
- 63 • Soliciting sponsorships for 2017 Commitment to Cures
- 64 • Board Campaign

65 Ms. Schneider Williams will be hosting an art opening at UCSF on  
66 September 22 and plans to donate a portion of the proceeds to the  
67 ABF. Ms. Ransom and Ms. Ross will be in attendance for this event.

- 68 **d) Aligned Leadership** – The MOU has been renamed to Principals of  
69 Joint Collaboration, and the fee agreement will be Management  
70 Services Agreement. Work is beginning on these this week between  
71 the ABF and AAN.  
72

- 73 **3. Financial Report:** Mr. Engel shared the financial statements for the period  
74 ending 06/30/16  
75

76 **4. Committee Reports:**  
77

- 78 **a) Executive Committee:** No Updates  
79 **b) Governance Committee:** No Updates  
80 **c) Research Advisory Committee:** Dr. Griggs shared some of the  
81 committee's meeting with the leaders of the scientific review  
82 process for the Diabetes Research Connection crowdfunding site.  
83 He likes the idea of involving a very broad group of experts in a  
84 short initial review because they are marketing their site through  
85 that very process. Dr. Griggs reminded the group that the AAN's  
86 Science Committee will help develop a review process for the ABF  
87 site.  
88 **d) Strategic Planning Committee:** Dr. Shulman stated that the  
89 Committee met in August and discussed the Board Score Card  
90 with success goals and metrics. The final proposal will be

91 presented in September. The challenges of finding the proper  
92 targets for the metrics for the new strategic plan was discussed.  
93 Some adjustments may be made after reviewing the first and  
94 second quarter of next year.

95  
96 Ms. Ransom reminded the board about timing of the September Board  
97 Member Meeting and Dinner. The Sunday meeting will begin at 8:00 a.m.  
98 with breakfast at 7:30 a.m. The meeting will be adjourned at 2:00 p.m.  
99 Meeting materials will be forthcoming.

100  
101 Meeting adjourned at 9:53 a.m. CST